

4. The smart card as claimed in claim 1, wherein said booking transaction enabling data is in respect of a payment made at the time of booking.
5. The smart card as claimed claim 1, wherein said booking transaction enabling data is in respect of booking a pre-paid ticket.
6. The smart card as claimed in claim 1, wherein said second data cache comprises an address within a computer network of a vendor supplying said smart card.
- 10 7. The smart card as claimed in claim 1, wherein said electronic memory contains details of said booking transaction and said smart card is transportable to said venue and said booking transaction is readable at said venue to permit access thereto by the bearer of said smart card.
- 15 8. A system for smart card electronic ticketing, said system comprising:
 - a smart card as claimed in claim 1;
 - a vendor computer arrangement comprising a base memory in which is stored booking information regarding said venue to which tickets are sold by a vendor, updating means to update said booking information during the progress of sales, and a vendor communications link; and
 - 20 a purchaser arrangement comprising a smart card reader, a purchaser communications link which can communicate with said vendor communication link, and a display coupled to said reader and purchaser communications link for displaying electronic ticketing information.

9. The system as claimed in claim 8, wherein said vendor computer arrangement further comprises printer means for creating said indicia on said substrate.

10. The system as claimed in claim 9, wherein said printer means prints adhesive
5 labels which are subsequently adhered to said substrate.

11. The system as claimed in claim 8, wherein said vendor computer arrangement further comprises image capturing means and said booking information includes at least one image of that portion of said venue available to be booked.

10

12. The system as claimed in claim 11, wherein said image capturing means comprises a video camera and said booking information includes video images.

13. The system as claimed in claim 8, further comprising a smart card reader located
15 at said venue and operable to determine access thereto.

14. A method for smart card electronic ticketing, said method comprising the steps of:

a vendor preparing at least one smart card as claimed in claim 1;
20 distributing to a purchaser one of said smart cards;
said purchaser entering said smart card into a card reader arrangement and activating said at least one first indicium to thereby display to said purchaser a representation of said venue;

25 said purchaser activating said at least second indicium to have said card reader arrangement call and download from a vendor computer over a communications link

current booking information regarding said venue and to display said booking information to said purchaser; and

said purchaser activating said at least one third indicium to electronically perform a ticket booking transaction with said vendor, update the booking information in
5 said vendor computer, and store the transacted ticket information in said smart card electronic memory.

15. The method as claimed in claim 14, including the further step of said vendor distributing each said smart cards to a corresponding purchaser without charge and said
10 electronic ticket selling transaction including payment from said purchaser to said vendor.

16. The method as claimed in claim 14, including the further step of said vendor distributing each said smart card to a corresponding purchaser with a charge and said electronic ticket selling transaction comprising booking a pre-paid ticket.

15

17. The method as claimed in claim 14, including the further step of utilising the transacted ticket information stored in said card to permit access to said venue.

18. A multiple purpose smart card for both non-computer based and computer-based
20 information transfer, said card comprising:

a substrate;

an electronic memory associated with said substrate;

a first set of indicia located on said substrate, visible to a human reader and conveying a first set of data relating to the donor of said card;

a second set of indicia located on said substrate and comprising a plurality of icons activatable by the donee of said card; and

at least one of (i) a second set of data stored in said electronic memory means relating to the donor of said card, and (ii) pointing data stored in said electronic memory
5 and pointing to a remote location at which a third set of data relating to the donor is stored;

wherein said card is insertable in a card reader associated with a computer based device, whereupon following activation of at least one of said icons at least part of said second data or third data is used to perform a function using said computer based device.

10

19. The card as claimed in claim 18 wherein said computer based device comprises an output display device and said function comprises rendering said at least part of said second or third data to said output display device.

15

20. The card as claimed in claim 19, wherein one of said second and third sets of data comprises a text message.

21. The card as claimed in claim 19, wherein one of said second and third sets of data comprises an audio voice message.

20

22. The card as claimed in claim 19, wherein one of said second and third sets of data comprises a video message.

25

23. The card as claimed in claim 19, wherein said first set of data comprises the name and contact information of the donor.

24. The card as claimed in claim 19, wherein one of said second and third sets of data relates to a business activity of said donor.

5 25. The card as claimed in claim 24, wherein said business activity comprises real estate products and services.

26. The card as claimed in claim 19, wherein one of said second and third sets of data relates to information status of the donee's role in the donor's business.

10

27. The card as claimed in claim 26, wherein the donor's business comprises the allocation of business bonus points and said information status comprises the number of points allocated to the donee by the donor.

15 28. The card as claimed in claim 27, wherein the bonus points comprise frequent flyer points.

29. The card as claimed in claim 26, wherein the donor's business comprises the allocation of credit and said information status comprises the current outstanding balance 20 of the donee's account.

30. The card as claimed in claim 19, wherein the donor's business comprises the provision of culinary services and said first set of data includes a recipe for a dish and one of said second and third sets of data comprises instructions relating to the preparation of 25 said dish.

31. The card as claimed in claim 19, wherein said output device comprises a screen display.

5 32. A multiple purpose smart card system, said system comprising:
 at least one smart card device comprising a memory device within which is stored data relating to one or more computer interpretable functions represented by icons or indicia formed on a surface of said smart card;
 a reader device into which said smart card is insertable, said reader device
10 comprising a transparent touch panel configured to overly said smart card when so inserted whereupon a user selection of any one said icon or indicia through depression of said touch panel at a location above said one icon or indicia causes corresponding said data to be read from said memory device by said reader to implement a corresponding one of said functions;
15 said system being characterised by a keypad overlay, positionable above said touch panel, and when so positioned activating an alternate set of computer interpretable functions corresponding to a layout of indicia or icons presented on said overlay.

20 33. A system according to claim 32 wherein said overlay forms part of said reader device and is configured to be removably positionable above said touch panel to enable user selection of one or more of said alternate set of computer interpretable functions.

34. A system according to claim 33 wherein said overlay comprises a flap hingedly connected to said reader device and associated with a switch configured to detect

positioning of said flap over said touch panel to thereby activate said alternate set of computer interpretable functions.

35. A smart card reader device comprising a transparent touch panel beneath which a
5 smart card is positionable for user selection of at least one of a first set of computer interpretable functions related to data stored within said smart card, and a keypad overlay positionable over said touch panel for user selection of at least one of a second set of computer interpretable functions related to data stored within said reader device.

10 36. A multiple-purpose smart card system, comprising:

a plurality of smart cards forming a set related to predetermined information, each said smart card comprising:

(i) a user interface representing at least one part of, and facilitating access to at least another part of, said predetermined information;

15 (ii) smart card data associated with said user interface and readable to facilitate said access to said at least another part of said predetermined information;

a smart card reader for reading at least a portion of said smart card data from one said smart card in response to a user interaction with the corresponding said user interface to form an information request;

20 a database incorporating at least said another part of said particular information and responsive to said information request to output a predefined component of said predetermined information, whereupon said database correlates a collective functionality of said set to smart cards to provide access, using at least each of said plurality of smart cards, to an entirety of said another part of said predetermined information.

37. A system according to claim 36, wherein said database is configured to provide different ones of said smart cards of said set access to different predefined components of said predetermined information.
- 5 38. A system according to claim 36, wherein said smart card data of each said smart card of said set is configured to define access to a corresponding said predefined component of said predetermined information.
- 10 39. A system according to claim 36 wherein said user interface of each said smart card is programmable at least by an operator of said database.
40. A system according to claim 39, wherein each said smart card comprises at least one of an on-board processor and a memory.
- 15 41. A system according to claim 39, wherein said user interface comprises at least one user selectable icon disposed on a surface of the corresponding said smart card, said icon being associated with corresponding said smart card data.
- 20 42. A system according to claim 41, wherein said icon provides a visual interpretation of said at least one part of said predetermined information.
43. A method for trading smart cards in a smart card system, said system comprising a plurality of smart cards forming a set related to predetermined information, each said smart card comprising:

(i) a user interface representing at least one part of, and facilitating access to at least another part of, said predetermined information;

(ii) smart card data associated with said user interface and readable to facilitate said access to said at least another part of said predetermined information;

5 a smart card reader for reading at least a portion of said smart card data from one said smart card in response to a user interaction with the corresponding said user interface to form an information request;

10 a database incorporating at least said another part of said particular information and responsive to said information request to output a predefined component of said predetermined information, whereupon said database correlates a collective functionality of said set to smart cards to provide access, using at least each of said plurality of smart cards, to an entirety of said another part of said predetermined information;

said method comprising the steps of:

choosing one of said smart cards for possible trading;

15 ascribing, dependent upon said one part of said predetermined data of said chosen smart card, a card-based value;

assessing, dependent upon the corresponding said predefined component of said chosen smart card, an associated database-based value;

20 determining a composite smart card value, dependent upon said card-based value and said database-based value; and

trading said chosen smart card dependent upon said composite smart card value.

44. A computer program product comprising a computer program for implementing a trading smart card system, each smart card having a programmable user interface said 25 program comprising:

- code for choosing a smart card for possible trading;
- code for ascribing, dependent upon smart card data of said chosen smart card, a card based value;
- code for assessing, dependent upon database data correlated with said smart card data, an associated database-based value, said database data being provided in response to a user interaction with said user interface;
- code for determining a composite smart card value, dependent upon said card based value and said database-based value; and
- code for trading said chosen smart card dependent upon said composite smart card value.

45. A method of playing a collectible trading card game, said method comprising steps of:

- (i) selecting a smart card from a plurality of collectible trading smart cards, each said smart card having a programmable user interface;
- (ii) reading smart card data via a user interaction with said interface;
- (iii) at least one of navigating, searching and exploring, dependent upon said user interaction, a database which is responsive to said smart card data; and
- (iv) accessing associated database data; whereby said method comprises, if said game objective is comparison of corresponding database data, a further step of:
- (v) comparing said associated database data with corresponding database data for another smart card from said plurality of collectible trading smart cards.

46. A method of playing a collectible trading card game according to claim 45, whereby steps (i) to (v) are performed by one of: